

Are You LinkedIn?

If not, you're invited to an interactive presentation by
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City of Seattle Personnel/Human Resources Recruiter

Thursday, June 5th—11:30 a.m.— 2:00 p.m.
Seattle Municipal Tower, Room 1750



There are so many things we need to focus on at work every day, managing projects, people and information, but what about taking the time to manage your own career?

What we hear the most is:

- “I focused so hard on being a top contributor:”
I didn’t put in the time to get known inside or outside the organization nor did our management team notice me. AND
- I failed to build the essential strategic relationships that could help me transition to another job or find employment quickly if I lost my job.

Attendees of this presentation can expect to walk away with the strategic skills essential for one’s own career both internal and external to the organization. Professionals-in-transition can expect to learn strategic marketing skills that can significantly shorten their transition time.

Registration

Free to SMA Members or \$10 to Non-member

11:30—12:15 Presentation
12:15—12:30 Q&A
12:30—2:00 Create your LinkedIn account

Register at
<https://www.surveymonkey.com/s/LinkedInn>

Membership information is available on the [SMA website](#).

Learning Outcomes

By the end of this presentation, you will understand:

- How LinkedIn can be a powerful tool for you
- Putting your best foot forward with an amazing LinkedIn profile
- Using LinkedIn for prospecting
- Using LinkedIn to foster stronger relationships
- Growing your awareness with LinkedIn Groups
- Why should City of Seattle managers need to know about LinkedIn
- Create your own LinkedIn account
- Get or take a new LinkedIn picture for your account

Quiz

What is the best way to find out how long you’ll be unemployed if you lose your job?

- Competitive Analysis – know the competition
- Your Personal Brand – what are you known for
- Strategic Relationships – who do you know
- All of the above

(Answer: All of the Above)



Yoshiko is a City of Seattle Personnel Department/Human Resources Recruiter. Previously, she worked for Seattle City Light, Microsoft and Direct Technology.